

THE TRANSPORTATION LINK



JANUARY 1998



Luz Araoz Hopewell,
Director of the
Office of Small and
Disadvantaged
Business Utilization

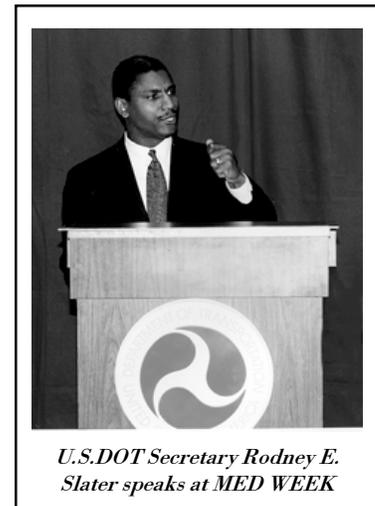
Happy New Year to all of you! Last year was a challenging but successful year and we are optimistic that this year promises to be even better. We were fortunate to have celebrated this Holiday Season by honoring the efforts of many minority and women-owned businesses during the Department of Transportation's Minority Enterprise Development Week ceremony. This year's awards were presented during a ceremony held at the Department of Transportation on December 10th, 1997 and honored the hard work and dedication of twenty-seven (27) minority and women-owned businesses from all over the United States and thirteen (13) DOT officials. I was fortunate to have participated in the ceremony and honor our award winners.

We have spotlighted two women who began their business based upon "laughter." We have all heard the old adage: *laughter is the best medicine*. For Lynn Berger and Randa Marder, winners of the 1997 MED Week Women-Owned Business Award from the Federal Transit Administration, laughter has proven to be the root to their success. I share their belief that laughter contributes to team productivity and profitability. Read this article and see how this

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Minority and Women Entrepreneurs and DOT Officials Honored During National MED Week '97

On November 20th through the 22nd, the U.S. Department of Commerce's Minority Business Development Agency (MBDA) and the U.S. Small Business Administration (SBA) jointly sponsored a national conference and special awards event to recognize the enterprise, success and contribution of minority and women entrepreneurs. This event, the 15th annual observance of Minority Enterprise Development Week (MED Week), focused on enhancing the future growth for this nation's minority and women business owners by making the theme of the session "Creating Minority Business Strategies for the Next Millennium." The goal of the conference was to bring together representatives from both sides of the contracting and purchasing industry; government/corporate executives and minority business owners, aided by a number of minority business advocates.



U.S. DOT Secretary Rodney E. Slater speaks at MED WEEK

The resulting dialog fostered the networks and business links essential to any business' growth and especially vital to minor-

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The ITS Professional Capacity Building Program

Transportation, as an industry, offers tremendous career opportunities for today's young people, if they are made aware of the potential, and if they can obtain the knowledge and skills demanded by the required engineering disciplines. Throughout its history, the U.S. Department of Transportation (DOT) has recognized the need to elevate the knowledge, skills, and abilities of surface transportation professionals to advance new technologies and programs. Today, DOT continues to be involved through one of the most visible cross-cutting efforts ~ the Professional Capacity Building Program ~ for Intelligent Transportation Systems (ITS) deployment. DOT is devising innovative training, education and outreach programs to forge the engineers who will advance the deployment of the ITS infrastructures across the nation. This program was established to develop educational and training initiatives for colleges and universities giving them the resources needed to create curriculum required to support this new world.

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Because of the nature of technology and the many advances in ground transportation over the past 20 years, the DOT has presented a challenge to small and disadvantaged businesses (SDB) to meet today's demand for new and innovative technology that will greatly enhance the safety and efficiency of ground transportation into the next millennium.

With the launch of the ITS programs underway, deployment will require skills that reach far beyond the boundaries of the civil engineering knowledge of many of today's surface transportation professionals. ITS deployment rests upon a foundation of the multi-disciplinary knowledge, skills, and abilities of today's professionals. It will require additional expertise in communications, electronics, automation technologies and systems integration. ITS will also require unprecedented cooperation between public and private sectors, fostering new skills in partnering, contracting and negotiation.

In March 1996, the DOT and the Intelligent Transportation Society of

America (ITS America) launched a five-year Professional Capacity Building (PCB) Program to support the national goal of deploying ITS infrastructure to the 75 largest metropolitan areas by 2005. The PCB Program has established four primary objectives:

- Ensure that sufficient numbers of trained public transit, highway agency, and motor vehicle regulatory professionals are available to build, operate, and maintain an integrated interoperable, and intermodal ITS infrastructure, particularly multi-modal transportation management and travel information services.
- Cultivate the next generation of transportation professionals to staff the ongoing and future ITS deployments and operations, particularly by instilling interdisciplinary knowledge and skills.
- Increase the awareness of ITS benefits and deployment operations among public-sector decision

makers and industry particularly regarding inter jurisdictional cooperation, public-private partnerships, and funding.

- Raise public awareness about ITS benefits and services to create informed transportation users.

DOT and ITS America guide the PCB Program in cooperation with a steering committee of prominent transportation professionals from government agencies, academic institutions, and the private sector. The commissioner of the Georgia DOT, Wayne Shackelford, serves as the committee chair.

For additional information, please contact Tom Humphrey at the Federal Highway Administration, Intelligent Transportation Systems, Joint Program Office at 202-366-2211 or fax 202-366-3302 or visit our web site at: www.its.dot.gov/reading/weekly for future PCB Program and ITS updates.

News Briefs

U.S. DEPARTMENT OF TRANSPORTATION TO DISTRIBUTE NEWS RELEASES VIA ELECTRONIC MAIL

In an effort to distribute public affairs information more quickly and efficiently, the U.S. Department of Transportation will automatically transmit news releases via Internet mail to anyone who subscribes to the free service (subscribe at <http://www.dot.gov/briefing.htm>).

Once the user subscribes, future news and information from the Office of the Secretary and nine of the Department's Operating Administrations will be transmitted to the subscriber's e-mail account. The Operating administrations include the U.S. Coast Guard, Federal Highway Administration, Federal Railroad Administration, National Highway Traffic Safety Administration, Federal Transit Administration, Saint Lawrence Seaway Development Corporation, Maritime Administration Research And Special Programs Administration, and the Bureau of Transportation Statistics. The Federal Aviation Administration maintains a separate electronic mail distribution list.

Secretary Slater noted, "Use of the electronic mail to distribute news about Transportation Department activities will keep the public informed in an efficient and cost-effective manner." To date, the program has been an incredible success with over 300 new online registers already subscribing to the service.

To subscribe to the service, send an Internet email message to: dotnews-request@relay.dot.gov. In the body of the message, type "subscribe." Send the message. In addition to the electronic mail distribution, news and information will continue to be available on the Internet at <http://www.dot.gov/briefing.htm>.

For additional information please contact Lorie Dankers at (202) 366-5565. This news brief reprinted from the DOT home page at <http://www.dot.gov>.

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ity and women-owned businesses.

A highlight of the MED Week activities is the recognition due to outstanding minority and women-owned businesses who made notable contributions to the transportation industry and the nations' economy over the last year. In a special ceremony held at the Department of Transportation (DOT) on December 10th, a number of awards were made to minority and women entrepreneurs and DOT officials who have set outstanding examples of how to conduct business with the DOT.

The Transportation Link is publishing, in this issue, the list of each Minority/Women Business Enterprise (MBE, WBE) and DOT official award recipient as recognized by the cognizant DOT Operating Administration, along with the DOT executive making the award. It should be noted that each official awardee has advanced the cause of expanding business opportunities in America and setting an example for all to emulate in the future.

For additional information, please contact Linda Richardson at the U.S. Department of Commerce, Minority Business Development Headquarters, 14th & Constitution Avenue NW, Room 5053 Washington, DC 20230, Phone: (202) 482-5061 Fax: (202) 482-2678.

Desk of the Director, continued from page 1

simple concept has led to the success of Lighten UP Ltd.

As I began this article, I shared that this year promises to be even better (than last year). The Department of Transportation's Procurement Forecast presents over 1000 business opportunities available throughout the ten Operating Administrations. It will remain our goal to match those potential contracts with qualified businesses to ensure that small, minority and women-owned businesses have all the opportunities they are afforded. I look forward to working with all of you and welcome your feedback throughout the year.

U.S. DOT MED WEEK '97 AWARD RECIPIENTS

OPERATING ADMINISTRATION	MBE	WBE	DOT OFFICIALS
NHTSA	Knowlton R. Atterbeary President KRA Corporation Silver Spring, MD 20910	Beverly Allen President Alcosys, Incorporated Falls Church, VA 22043-2615	Margaret Bryant Purchasing Agent Rose Watson Contracting Officer
FRA	Jose Rodriquez President Fort Myer Construction Corporation Washington, DC 20018-1594	Phyllis Dumas President Dumas Software Services, Inc. Alpharetta, GA 30301 Asifa K. Bari President AMB Associates, Inc. Silver Spring, MD 20910	
FTA	Ella D. Williams Chief Executive Officer AEGIR Systems, Inc. Oxnard, CA 93030 Peter Phame President Dynamic Decision, Inc. New York, NY 10007	Saundra G. Davis President CompuCon, Inc. Alexandria, VA 22314 Lynn E. Berger Randa K. Marder Co-Presidents Lighten Up, Inc. Longwood, FL Karen J. Mask President KJM and Associates Bellevue, WA 98004	
MARAD	Victoria Williams President Dun Well Maintenance, Inc. Merrick, Long Island, NY 11566-4712	Dr. Diane Murphy, Ph.D. President Procurement Automa- tion Institute Arlington, VA 22203	Benedict Burnowski Contracting Officer
USCG	William Soza President SOZA, Inc. Fairfax, VA 22031 Andrew X. Akins Owner Eastern Dredging and Construction, Inc. Huntsville, AL 35807	Daisy Saunders President D.M. Saunders and Associates, Inc. Greenbelt, MD 20770	Wendi Smith Small Business Specialist Raymond Hayden Chief, Contracting Office

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U.S. DOT MED WEEK '97 AWARD RECIPIENTS

OPERATING ADMINISTRATION	MBE	WBE	DOT OFFICIALS
RSPA	William Walker President Logistics Applications, Inc. Alexandria, VA 22314	Domingo Rodriques President D.R. White Computer Services, Inc. Canton, MA 02021	Mary A. Vitello Procurement Analyst
FHWA	Felix "Phil" Perez President PHD Contractors, Inc. Littleton, CO 80162	Ernestine M. Woodman President Maine Rebar Services Windham, ME 04062	Penny A. Plourde Small Business Liaison Officer
FAA	Roy Thompson President US Robotech, Inc. Hurst, TX Vincent K. McDonald President Blackington & Decker Denver, CO 80204	Terri Thrash President Universal Automation Labs, Inc. Egg Harbor Township, NJ 08234 Mary Anne Seward Vice President of Operations Spatial Dynamics Applications, Inc. Acton, MA	Barbara Garner Small and Disadvan- taged Business Utilization Specialist Gerald Lewis Small and Disadvan- taged Business Utilization Specialist Susan Corbin Contracting Officer Sam Petitto Management and Program Analyst
TASC	Roger Mody President and CEO Signal Corporation Fairfax, VA 22031	Sue Smart President ADP Professional, Inc. Herndon, VA 22070	Walter Manning Chief Engineer
OST		Ann Riley President Ann Riley Company Washington, DC 20006 Deborah Robinson President Contemporary Staffing, Inc. Ft. Washington, MD 20744	Daniel Telep, Jr. Contracting Officer

ISTEA Updates

As many of *The Transportation Link* readers have greatly benefitted from the Disadvantaged Business Enterprise (DBE) program and have a keen interest in its future, the DOT ODBSU will keep you informed of the current legislative status, and thus the very future of this important program. Before Congress adjourned in the fall, they extended the Intermodal Surface Transportation Efficiency Act (ISTEA). This Act includes an extension of the DBE program for an additional 6 months, through March 1998.

The Act, as originally passed by Congress in 1991, continued the Department's DBE program, including the goal that not less than 10 percent of authorized highway and transit funds be expended with DBEs. Proposed replacement legislation, the National Economic Crossroads Transportation Efficiency Act (NEXTEA), contains a six year, \$175 billion program, that invests in the transportation future of America. The DBE program will continue to support and advance small businesses, fostering employment and promoting economic growth. According to the Deputy Secretary of Transportation Mortimer Downey, "...under this initiative, minority- and women-owned businesses could receive a record \$20 billion in contracts to build America's highways and transit systems."

OSDBU will continue to post ISTEA news and DBE program updates for the small business community on our Internet web site (<http://osdbuweb.dot.gov>). For our readers who do not have Internet access, copies of the same material is available from the OSDBU National Information Clearinghouse office at 1-800-532-1169. Request the ISTEA update packet and we will fax or mail out the information.

For specific information regarding the DBE program, the DOT OSDBU point of contact is Mr. Jerry Franco at 1-800-532-1169, or e-mail at jerryfranco@ost.dot.gov.

Watch As “Lighten UP Ltd.” Helps Us Laugh Our Way ToThe Top

For the month of January, our success story follows a rapidly growing women-owned business in Florida named Lighten UP Ltd., a recipient of the Department of Transportation’s 1997 Outstanding Women-Owned Business Enterprises Award. This award was given in recognition for those outstanding enterprises who have made significant contributions in the field of minority and

women-owned business. Lighten UP Ltd., credited with bringing back laughter and positive team attitudes into the workplace, was the only training company recognized this year by the Federal Transit Administration (FTA) because of their innovation and success.

Established in 1991 by Lynn Berger and Randa Marder, these two partners share a history of creative program development, facilitation and training through interactive presentations for corporate, government, community, ed-

ucation clients. Lighten UP Ltd., facilitates techniques which are healthy, morale boosting, and motivating. Today,

more than ever, employees require new ways to incorporate humor into their stressful and congested days. Lighten UP Ltd., is committed to bringing a “Lighten UP” atmosphere into the everyday lives of their participants which then contributes to team productivity and

profitability. While addressing serious issues, such as stress management, time management, team building, change, diversity, creative problem solving and more, they challenge their participants to change their perspective and to think “out of their box” for ways to deal with the daily trials of the workplace.

The co-founders explain that Lighten UP training is designed to build motivation, boost morale and to provide a venue for participants to use their creative and “fun” potential. Unfortunately, many adults in business have forgotten how to have fun, celebrate their successes and enjoy their many hours in the workplace. Lighten UP seminars and workshops serve as that reminder, simultaneously providing the training to make the work environment more energized and productive with stimulated employees.

At a recent training session at the FTA, Lighten UP’s workshops were well received by those in attendance. A spokesman for the FTA explained that never before have FTA training sessions generated such accolades and requests for lengthier sessions, which speaks highly of the unique and refreshingly different approach Lighten Up Ltd. brings to learning. FTA employees, as



Lynn Berger accepts the U.S. DOT 1997 Outstanding Women-Owned Business Enterprise Award from Michael A. Winter, Associate Administrator for Budget and Policy, FTA



Randa Marder, Co-President of Lighten UP, Ltd.

well as employees who were invited to attend from other Department of Transportation Operating Administrations, were enthusiastic about the company’s approach and would welcome seminars on topics previously presented, but from this totally different and interactive perspective. The company treats the topic of humor and fun as a viable and applicable educational tool in all aspects of their seminars.

This article was adapted from information received from the Federal Transit Administration and Lighten UP Ltd. For more information on Lighten UP Ltd., please contact Lynn G. Berger or Randa K. Marder at Lighten UP Ltd., P.O. Box 915582, Longwood, FL 32791, (407) 263-8797, fax (407) 862-4366 or email at lite@worldramp.net.



Lynn Berger, Co-President of Lighten UP, Ltd.



Follow the Money...

Federal Highway Administration Procurement Opportunity for 1st Half 1998

Second Quarter Fiscal 1998 –
Engineering and Network Support. Es-
timated price is in the millions.

The Solicitation No. DTFH61-98-R-
0005 will be issued mid-January. This
requirement is an 8(a) set-aside for 133
person-years of non personal engineer-
ing and network support services for the
Turner Fairbank Highway Research Cen-
ter (TFHRC) for a period of seven years.
Interested parties may contact or send
capability statements to:

Behrooz Behpoory

FHWA

400 7th Street, SW, Room 4410

Washington, DC 20590

Tel: (202) 366-4224

Fax: (202) 366-3705

CALENDAR OF EVENTS OF INTEREST TO M/WBES JANUARY/FEBRUARY/MARCH 1998

Date	Event	Location	Contact
January 22-23	BJ Concepts Marketing Workshop on Camaters-7	Washington, DC	Earl Holland (703) 425-3309 www.fedmarket.com www.bjconcepts.com
January 27-28	Federal Electronic Data Symposium, an Industry and Government Forum	Decatur, GA	John Lewis or Cynthia McKinney (404) 377-6900
February 7, 18	Starting & Running Your Own Business, Sponsored by SCORE	Houston, TX	Oliver Mann (713) 773-6565
February 12-15	1998 Mid-Winter Conference, Sponsored by the National Association of Minority Contractors	Las Vegas, NV	Ellie Anderson (202) 347-8259
February 18-19	The 29th Annual Minority Business Opportunity Day, Sponsored by the Southern California Regional Purchasing Council	Los Angeles, CA	Mr. Hollis Smith (213) 380-7114
February 18-22	COMPA '98, Sponsored by the National Conference of Minority Public Administrators	Greenville, SC	Dr. Mitchell Rice (504) 388-6738
February 26-27	Technology Transfer Workshop	Washington, DC	John Glover (202) 639-1512
March 8-11	PORTS '98 Ports Transportation, Link to Global Trade	Long Beach, CA	Julie Taylor (703)-295-6105 http://www.ase.org
March 18-19	U.S. DOT / FAA West Coast Small Business Conference	Manhattan Beach, CA	Judy Sullivan (310) 725-7557
March 25-27	4th Annual Aviation Systems Planning Symposium	Houston, TX	Linda Howard (512) 416-4540
March 9-10	NCMA Subcontracting Marketing Opportunities Conference	Arlington, TX	John Bateman (817) 334-5910

<http://osdbuweb.dot.gov>

Address Correction Requested

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Office of the Secretary of Transportation
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McLean, VA 22102